

# THE QUILL

A MAGAZINE FOR JOURNALISTS



#### UNITED STATES TELLS STORY OF AIRLIFT

Jack C. McDermott (right) chief of the press division of the nation's international information service, points out pictures and stories in the world's press to George V. Allen, assistant secretary of state in charge of the program. See page 5.

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# THE QUILL

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## Error, Space, Fact and Truth

**T**HAT enemy of industry, humid heat, is paying Chicago a surprise visit as I face my typewriter early in June. Editorially, one has ideas, but little heart to pursue any one of them strenuously.

After all, I started signing this column months ago partly as insurance against such contingency. I wanted more latitude of expression. But from force of habit I continued writing the same labored essays, hopefully calculated to leave one line of space for a signature.

The signature was superfluous. It took more space than I saved by substituting the first person singular for the editorial "we." The subject of saving space brings up the need for apologizing to one small but earnest group of my critics. Discussing newspaper style in May, I wrote:

"Take street intersections. Some newspapers and news agencies still say 'at South 2d and West Main Streets.' It ought to be obvious to a grammar school student of geography that South 2d Street cannot also intersect East Main Street outside a problem in Einsteinian physics."

Readers promptly demanded to know why South 2d Street cannot intersect East Main Street. Two sent maps on which it actually happens. Of course what I meant was that a given street—north or south—cannot intersect another street—east or west—twice in the same city unless one of the streets runs in a circle. I erred in economizing on words although I put in evidence for the defense the small "also" in the offending paragraph.

My real sin was in omitting background. I neglected to make clear why I brought up street intersections at all. Remember my general subject was newspaper style. My intent was to point out that a mere "2d and Main Streets" was more economical—and therefore better English—because the fact that any street intersection was necessarily unique in any given city made the secondary "South" and "West" waste words.

Most old copyreaders have griped about such redundancies. I am an old copyreader. I forgot everybody isn't and my lapse in turn points a moral. I grant many news stories are too long but editing, like dieting, is a good thing that may be carried too far.

One can read almost any newspaper carefully and find that some writer or editor assumed that everybody knew enough about a story so that it was safe to omit or delete vital background. The pressure of time and space, even in the most careful hands, can lead to editing that might be compared with surgery that endeavors to reduce a man's bunions at the navel.

**J**AMES B. RESTON, New York Times reporter whose talk at the Milwaukee convention will be long remembered by Sigma Delta Chis, recently approached the

same thing from a different angle and at a higher level. Giving the annual memorial address sponsored by the Twin Cities Newspaper Guild and the University of Minnesota, he praised the efforts of both press and government to keep abreast of the revolutionary changes in American foreign policy but asked whether it was enough.

"I believe," he said, "that while both the government and the newspapers have made enormous progress in explaining policy to the people, they are both the prisoners of old techniques and prejudices which minimize their influence and may in the long run threaten the progress that has been made."

He spoke of the press' traditional tendency to stress "the startling, the bold, the sharp and the clear, simple fact" without getting to the essential meaning of great events through explanation of intricate and fundamental issues. This is a call for the interpretive reporting that more and more editors are coming to consider desirable. The newspapermen who still believe all reporting should be factual and consider interpretation a dangerous two-edged tool can make an excellent case for the other view.

A newspaper generation ago, practically any editor could have made a good case for keeping government out of news dissemination entirely. Today few would take this view. Most of us believe that the times call for precisely what our State Department is doing with its international information program, described with factual detail in this issue of THE QUILL by Dick Fitzpatrick.

What "Scotty" Reston had in mind for the American press—and Congress believed when it appropriated millions for information abroad—was that while facts may seem to speak for themselves, the truth is not necessarily self-evident at home or abroad without arrangement and explanation of the facts.

The subject of truth reminds me that during these weeks our colleges are graduating thousands of seniors. In a survey of the class of 1949, *Fortune* found it an exceptionally mature and able lot—seven of each ten men are veterans—but disposed to play life safe. Their notion of a future appeared to be a job with a well-established firm rather than adventure on their own.

One cannot blame the veterans of Normandy and Iwo Jima for disinterest in further adventure. But I hope that among the journalism graduates there are some future crusading reporters and editors who will be more interested in the words of a great educator than in security. Reporting the coming retirement of Charles Seymour, *Time* recently recalled the historian-president's prayer for the continued academic freedom of Yale University:

"We seek the truth and will endure the consequences."  
CARL R. KESLER

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## Minnesota Plan

# J-School Teams Edit Weeklies

By CHARLES T. DUNCAN

**J**OURNALISM teachers are inured to cockeyed suggestions on how to prepare youngsters for newspaper work. They've heard 'em all. But even the most case-hardened professor would swallow his newest cliché if he were told that instruction in the use of a rope fire escape should be included in the what every student should know list.

If there is any element of seriousness in that recommendation it is only this: when five teams of journalism students invade five peaceful communities to take complete charge of as many newspapers, anything can happen.

The man in charge of the teams will do well to keep a bag packed and his car engine running for a fast trip to any of five possible trouble spots—or, in an extreme case, for an even faster trip in the opposite direction.

Fortunately no such distress missions were necessary during "team week" at the University of Minnesota this Spring. Every team went through its paces without notable incident, and the revival of a popular pre-war custom at the school of journalism can safely be labeled a success. (More of the rope fire escape later.)

For the 17 students who participated, the project was everything from an eye opener to a confirmation of previously held opinions concerning the weekly newspaper, depending on the individual's background and interests up to that time.

"This is for me! Why didn't somebody tell me about it sooner?" might be called a representative comment of those who had given little serious thought to the small town field.

The others—and they were in the majority—came back more determined than ever that their chief aim in life is to own a weekly some day.

**T**HE Minnesota school of journalism holds no copyright on the fairly widespread student team idea. Almost any journalism school ought to be able to adopt the plan and several have. Advantages, both to the students and to the school, are numerous, as witness the following list of the more obvious:

1. Students are given a taste of experience, that quality so sorely needed by the average graduate. It's a small taste to be sure, but very down to earth.

2. Cooperating publishers are given a chance to demonstrate their support of journalism education and their desire to encourage the "rising generation."

3. The student body as a whole, whether members of teams or not, responds to the idea; interest picks up generally.

4. The public relations value of the plan is not to be sniffed at—and it works two ways: for the school and for the publisher



**SHE'S OFF THE PRESS**—The student editors of the Hutchinson (Minn.) Leader seems pleased with the results of a week's hard work as a journalism school team. From left: Beverly Wayne, Richard Matthews, James Trainor and Warren Feist.

in his home town. His readers eat it up.  
5. It's a lot of fun.

There is one more point in favor of the team project which is hereby identified as personal opinion of the writer. It is my belief that the weekly press constitutes a highly significant and much underrated segment of the broad field of modern journalism. I think that, despite recognized and serious drawbacks and obstacles, it offers real opportunity for many students who never give the matter a thought.

More important, I also believe that an urgent need exists for well-educated, well-trained young men and women to go into the country. Only if they do will the non-metropolitan press achieve the position of prestige and constructive influence in community life which is its potential.

The existence of this potential has been demonstrated by many excellent weeklies, but in all too many villages and small cities across the nation the dead calm of complacency and dullness is undisturbed

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**T**HIS Spring the University of Minnesota's school of journalism revived a prewar custom of sending out student teams to edit weekly newspapers. The results apparently were happy all around. The students learned a lot, including the idea that a "country" newspaper might offer an interesting future. The publishers praised the student-edited editions of their papers. And the man in the middle—the teacher who bossed the five crews—has recovered sufficiently to write this article and look back on a dangerous mission successfully accomplished.

If there is bad luck in numbers, Charles T. Duncan was asking for it, because exactly thirteen years ago, as a Minnesota journalism senior, he was a crew member himself. He went on to spend four years in weekly newspaper work—in Northfield, Alexandria and Redwood Falls, Minn.—before going to the University of Nevada as an instructor in journalism. He has taught since, except for three and a half years spent as a photographic officer in the Navy.

Duncan returned to Minnesota to get his master's degree in 1946. After a year's teaching at the University of Nebraska, he joined the Minnesota journalism faculty in 1947 as an assistant professor. A member of Sigma Delta Chi, he last contributed to *The Quill* in 1942 on reporters in Reno, Nev.





**PREPARING NEWS OF U. S. FOR MANY LANDS**—Part of the newsroom of the International Press and Publications Division of the State Department's big information program.

# How U. S. Tells Its Story to World

## Information Program Uses Air, Print, Film In War of Ideas

By DICK FITZPATRICK

**W**HEN members of the American Society of Newspapers Editors gathered in Washington in April, they heard one of their committees report:

"The great struggle for the minds of men was a conspicuous part of the 'cold war' a year ago. It is now more clearly than ever the crucial battle of our time."

A major role in this battle is played for the United States by the State Department's Office of International Information, which was placed on a permanent basis by the Smith-Mundt Act of 1948.

The objectives of the law are "to enable the Government of the United States to promote a better understanding of the United States in other countries, and to increase mutual understanding between the people of the United States and the people of other countries."

The job of the information service, according to the Smith-Mundt Act (officially known as the United States Information and Educational Exchange Act of

1948), is "to disseminate abroad information about the United States, its people, and policies promulgated by the Congress, the President, the Secretary of State and other responsible officials of Government having to do with matters affecting foreign affairs."

The act specifically directs that "information concerning the participation of the United States in the United Nations, its organizations and functions, shall be emphasized."

To accomplish this, the secretary of state is authorized, when he finds it appropriate, "to provide for the preparation and dissemination abroad of information about the United States, its people, and its policies, through press, publications, radio, motion pictures and other information media, and through information centers and instructors abroad."

**T**HE information program functions under the assistant secretary of state for public affairs, George V. Allen. The Office of International Information, known in Washington's alphabetic language as OII, is headed by a veteran newsman—Lloyd Lehrbas (Washington Professional '48). Lehrbas has worked on major papers, was editor of Fox Movietone News, a foreign and war correspondent for *Associated Press* and *International News Service*, and was editor of *World Report Magazine* for two years after serving as General MacArthur's aide-de-camp for 5 years.

OII is divided into three operating divisions—Division of International Broadcasting, Division of International Motion

Pictures and, last and most important to most readers of *THE QUILL*, the Division of International Press and Publications. The program overseas is known collectively as the United States Information Service (USIS).

The American story is told by radio throughout the world by the International Broadcasting Division's (IBD) Voice of America. The "Voice" broadcasts in twenty languages. English is used in nine hours of broadcast daily. Two hours a day are normally devoted to broadcasts to Russia. Since the Russians started jamming the "Voice" with determination recently, broadcasts in Russian are repeated around the clock and are rebroadcast over the facilities of the British Broadcasting Corporation.

Among the languages used by the "Voice" are Bulgarian, Persian, Chinese, Czech, Greek, Hungarian, Korean, Polish, Portuguese, Italian, and Slovene.

The broadcasts are prepared by language desks which are supplied with a basic news file written for radio use. This file consists of spot news, interviews, analyses, speeches, roundups of newspaper editorial comment, features and the like.

The "Voice" gets its news from the full leased wire of *International News Service*, *Reuters*, *Overseas News Agency*, the Washington report of the State Department's Division of International Press and Publications and from recorded speeches and interviews obtained by IBD's special events staff.

IBD estimates that outside the U. S.

**T**HE battle for men's minds remains a crucial campaign in a world at "cold war."

The United States is spending millions to tell democracy's story by radio, film and print. The Quill is pleased to present this factual account of the operation of the State Department's many-sided international information program, written by Dick Fitzpatrick, an associate editor of the magazine as well as a news editor in the press division of the program.

Dick, who is probably known to more Sigma Delta Chis than any member of his age, has been in Washington since his graduation from Marquette University in 1942. Before joining the state department's news staff last Fall, he had been director of public information for the Office of Alien Property Custodian, chief of the Washington bureau of the Tribune Publications of Boston, a community and trade paper group, and correspondent for the Butler News Bureau and Manila Chronicle.

Dick also has been a frequent contributor to the Public Opinion Quarterly and other magazines and is active in the National Press Club and the Washington professional chapter of Sigma Delta Chi.

and Canada there are well over 73,000,000 radio receivers throughout the world with an estimated audience of 295,000,000. Of the receivers, IBD believes that over 43,000,000 are short wave.

The "Voice" uses thirty nine short wave transmitters located in the United States. The programs are relayed over seven U. S. transmitters located in Munich, Manila and Honolulu, and five transmitters of the BBC.

To get a still larger audience for the "Voice," IBD is launching a razzle-dazzle radio promotion program including transcriptions, photos, ads, posters, personality sketches, etc. In March 1949, IBD distributed 377,000 copies of a 24 page program brochure in English and six other languages.

**D**OCUMENTARY films depicting a fair picture of America are shown over all the world by the Division of International Motion Pictures (IMP). IMP's collection of both governmental and private films are sent to seventy-three posts overseas. Subdistribution is made from these points.

The films are loaned or shown by U. S. operators to business, professional, scientific, religious, government and labor groups, educational institutions, hospitals and the like. Films are generally shown in USIS offices, and in theatres.

IMP has a large collection of films and is continually having new ones produced



**THE VOICE OF AMERICA**—Above, a librarian clips newspapers from all over the country for use of staff writers. Below, a mail room worker sorts copy for far places.



by private groups under contract. The films are available to the field with a sound track in any one of 14 languages. Typical IMP films deal with the N. Y. city school system, the county agent, TVA, U. S. elections, waste disposal, etc.

During the last fiscal year, IMP purchased sixty five jeeps equipped with special bodies which have room for a sound projector, a generator, a filmstrip projector, dual speed phonograph turntable, radio receiver, capable of getting "Voice" programs, and a tape recorder.

**T**HE world gets a picture of American life also by the printed word and still pictures distributed to the world's press by the Division of International Press and Publications (INP).

During the past year, INP had \$2,177,722 to spend and was authorized a staff of 234. The staff is headed by Jack C. McDermott (Southern Methodist Professional '39. A veteran newsman, McDer-

mott was the publisher of three Texas newspapers. Before coming to INP, he served in the Marine Corps and ended the war as a major.

INP's principal and most dramatic service—"The Wireless Bulletin"—is a six day a week, 7,000 word news file sent throughout the world in Morse. This is received at embassies and legations, edited, and distributed to newspapers and other interested parties. Each major USIS office airmails or teletypes the news file to branch offices in the same or neighboring countries.

To facilitate the operation, INP this year will begin using a five point radio teletype system in Latin America. The equipment was developed by Press Wireless. It costs INP but a few mills a word to send its file overseas. The new equipment will speed up the transmission and effect a considerable saving in radio operators' salaries.

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# Students Learn—and Have Fun Editing Five Weeklies

[Continued from Page 5]

by so much as a fresh idea or a courageous thought, journalistically speaking.

Rural America is solid, substantial, rich in its heritage, abundant in its rewards. It is also inclined to be, by and large, somewhat stodgy. Too long it has been yielding up its most important crop—youth—to the city. It must, at the very least, get its seed back.

This year's cooperating publishers in Minnesota were unanimous in their satisfaction with the plan and their praise of the students' work. As one (Scott Schoen of Redwood Falls) said editorially the following week:

"The journalism team interlude was a pleasant one for the regular staff. It was interesting to note the enthusiasm with which these trained, but previously untried newspaper people took on our tasks . . . reassuring to see how they developed even in the short space of one week. . . .

"Like many newspaper people, we've often argued that good reporters aren't developed in schools, that they have to come up from copyboys to bit writers to regular staff men. But there is much to be said for the present day training in such schools as the University of Minnesota provides."

**R**EESTABLISHING the team project at Minnesota was largely a matter of picking up where Professor Thomas F. Barnhart had left off in 1943. Since 1931 he had been lining up publishers each spring, selecting his students and, like a football coach, "fielding his teams." During the war the venture had to be abandoned.

This year when it was decided to revive the plan, Professor Barnhart was embroiled with a couple of book publishers. He said, in effect, to me: "My boy, I've had my eye on you." Score the play Barnhart to Duncan, assist by Casey (Ralph D., director of the school).

Simple as the procedure is, it takes a lot of time. In arranging the setup dozens of letters were written and phone calls made. Class rolls and the records of many students had to be checked. There were several general meetings of candidates, additional sessions with the selected group and innumerable conferences with individual team members.

Net result was the signing up of one semi-weekly and four weekly newspapers in scattered parts of the state and the choosing of seventeen students—twelve men and five women—for the week's stint.

A list of the cooperating papers, their publishers and the student team members follows:

Hutchinson *Leader*—Frank Borgen (Minnesota Professional '33); Warren Feist (Minnesota '49); Richard Matthews, James Trainor, Beverly Wayne.

Litchfield *Independent Review*—John M. Harmon and R. J. Lenhart; Alden Munson, Thomas Lane, Russell E. Khoff, Nola Sarkis.

Moose Lake *Star Gazette*—James F. Etzell (Minnesota '46); John Brennon and James W. Smith.

Northfield *News*—Herman Roe (Minnesota Professional '23); Andrew Hanson



**HEADACHES TOO**—Charles T. Duncan, author of this article, was the teacher who bossed five student crews of editors. His unexpected chores included instructing a young lady in the proper use of a rope fire escape.

(Minnesota '49), Harry Hall, Joan Salmon.

Redwood Falls *Redwood Gazette* (semi-weekly)—Scott Schoen; Emmet Gallagher, David Farkell (Minnesota '49), Mary Lou Whiteman, Ann Mitchell.

**U**NDER the plan as it operates at Minnesota each publisher agrees to turn over all news, editorial and advertising functions to the team. He also (in most cases) gives the tyros a free hand in makeup and typography within the limits of his equipment and the patience of his backshop crew, which remains unchanged but not exactly undisturbed. Some will never be the same again.

The publisher further underwrites and provides for the care and feeding of his temporary staff. Customarily he puts them up at the best hotel in town, although now and then a town will have two hotels.

Transportation to the various places is provided by journalism staff members, using their own cars and collecting mileage from the university. Students are left to their own devices for getting back to school. To date none has failed to return.

The trip is always planned to coincide with the week of spring vacation; thus no classes are missed. The word "vacation" is hardly apt as far as the team members are concerned, for they work as they've never worked before. And the same word becomes a hollow mockery for the staff member in charge. During the week he "rides circuit," entering each town a bit apprehensively and each newspaper office downright cautiously. Back at the office, for the first few days of the following week each ring of the telephone

sounds unpleasantly like the buzz of a rattlesnake.

Right here it might be said that never in the history of the team project at Minnesota has anything gone seriously wrong. There is the story, of course, of the eager student editor who took too literally Professor Barnhart's sage teachings of the importance of the obituary in the small town newspaper.

During the week of the team's visit in this particular town it happened that five or six fairly prominent elder citizens died. The student edition hit the streets emblazoned, so the story goes, with the banner: **OLD TIMERS DYING THICK AND FAST.**

**A**LTHOUGH bare statistics do not reveal the hard work, the nervous attempts, the false starts and the final triumphs that lie behind them, a few figures will give some idea of what the 1949 Minnesota journalism teams accomplished.

All told, the seventeen students wrote news and editorials, took pictures and sold advertising for six issues of country newspapers with a combined circulation of 15,999, with a total of eighty-eight pages. They wrote an even 300 news stories of all kinds, thirty-two editorials and editorial columns, made thirteen news pictures, and sold 377 local display ads totaling 5,180 column inches of space.

There was no conscious or directed effort to produce big issues of the various newspapers. It is the aim of the school of journalism to make the experience as realistic as possible, a goal which would be even more difficult of attainment if the students felt themselves under pressure to sell an undue and unwarranted volume of advertising.

These conditions are not imposed, of course, at the expense of initiative in selling and servicing advertising accounts. The news and editorial side of the team is likewise encouraged to demonstrate reportorial skill and zeal to the utmost—just short, that is, of laying away the founding fathers en masse.

**I**N brief, the students are given plenty of rope . . . almost as much as Mary Lou Whiteman found in the hotel room which she and Ann Mitchell shared in Redwood Falls.

Mary Lou had never before encountered that distinctive institution, the small town hotel, complete with cold running water, 25 watt bulbs and a hefty coil of manila fastened to the wall next to the window. She thought the last item the funniest thing she had ever seen and in high glee told me about it during my visit during the week.

"And you know, Mr. Duncan," she concluded, half seriously, "I just know that rope is too long. We're on the second floor and I'm sure it would reach from the third. Why, you'd—you'd SPLASH!"

"Mary Lou," I said gently, "Mary Lou, if God forbid, fire should break out in this inn and you should be forced to leave through the window, the idea is to heave this stout line out and then descend it, rapidly but with composure. You do not grab the end of it and jump."

"Oh," said Mary Lou.

The honorary degree of Doctor of Laws was conferred on Pyke Johnson (Denver '11), by Kenyon College, in June. The citation was based on Johnson's work in the field of highway development and safety. He is president of the Automotive Safety Foundation, Washington, D. C.



## Which First: Reporter or Cop?

# Police Work Offers Public Relations Field

By LOUIS J. SMYTH

**T**HE subject of public relations has claimed major attention at the annual conferences of the International Association of Chiefs of Police in recent years. Speakers on many phases of law enforcement have brought public relations into their lectures. Panel discussions have developed contrasting opinion as to the selection of a police public relations officer.

Some police executives lean toward the idea they can make a policeman into a public relations man. Others, perhaps in the minority, take the position that a journalist can learn the angles of law enforcement much more rapidly than a policeman can acquire the many arts that enter into successful public relations.

This writer stands with the latter group, and goes even further. Unless a member of a police department is an ex-newspaperman, there is little chance of his succeeding in the important task of building and carrying through a public relations program in all of its phases.

On the other hand, a journalist can be oriented into the police service in a comparatively short time, and with full support by a department's chief, can make a real showing in public relations from the beginning.

Eleven years in the police service, most of it in public relations, has convinced me I am right, and I have argued my views in the police chiefs' conventions for some years. So when the honor and privilege of membership in Sigma Delta Chi was accorded me last year, I began wondering if the field of law enforcement had been suggested to journalism students as a future profession.

In fact, all branches of government—municipal, state and federal—need trained public relations representatives. Many government departments, especially the military, have such officers. But many have not—and should have!

**N**OW let's take a quick look at the law enforcement public relations field. I like it! I started in eleven years ago to fill a three months' assignment. I'm still at it—and I wouldn't be if I didn't like it! I therefore can enthusiastically recommend this field to journalism graduates as important, at the same time interesting, sometimes exciting, and offering opportunities for advancement to more important posts in the profession.

The newspaperman who has been a police reporter knows about the excitement. Something is always happening. Murders, hold ups, burglaries, assaults, fires, accidents, and other unusual events parade through the police station day after day. The police public relations officer checks up on them, helps the reporters and radio newsmen, and then takes the record of what is happening and bases his production on that record.

Production of radio scripts, newspaper and magazine articles, subject matter for

talks by police officers, and many other duties prove interesting because there is no monotony in this ever-changing picture. We deal with the things people do, and the things done to them, and what is more interesting than people?

Next, let's look at the importance of police public relations work. John Q. Citizen isn't a very careful person. He is killed off to the tune of 30,000 to 40,000 a year by motor vehicles alone. Many more thousands are eliminated through murders, fires, and disasters of various types. He is injured, often permanently disabled—a total of several millions in the same period. He leaves his doors and windows unlocked and thieves take him for millions of dollars.

Yes, the public is careless, and it is the task of the police to try to persuade people to help the police protect them. That's the public relations man's job. If we attempted to delve into all of the human frailties and police problems, this article would have to be stretched over several issues of *THE QUILL*.

**T**HEN there's another angle of police public relations that is both interesting and important, that of training policemen to do their job courteously and efficiently. What? A journalist teach a policeman? Yes—emphatically YES! All police executives agree that good relations with the public begin with the attitude of the officer in the field. One of the major activities of the public relations officer is



Louis J. (Lou) Smyth

to instruct police classes, both recruit and refresher schools.

Incidentally, this phase of public relations is a real challenge to the officer doing the job. He may meet frigid resistance in the beginning. But if he has the stuff, he'll win the confidence and friendship of all the force in time.

In other words, it's a double-barrelled job. You're dealing with personnel as well as public relations, because the two dovetail. It isn't easy! But for the fellow with courage and determination, it is an opportunity to bring about better understanding between the public and police and at the same time learn more about human nature than could be learned in any other field.

Well, fellows, whether you are undergraduate or professional members of Sigma Delta Chi, there's the picture of public relations in a field that is still in the embryonic stage. Law enforcement needs men trained in journalism.

**P**OLICE departments need sound public relations as much as any other body of public servants and the job can be exciting and worthwhile as an adventure in both law enforcement and public education. The International Association of Chiefs of Police has given training of such men serious thought and some debate.

The argument is the same that has been applied to parallel fields where both technical background and journalistic ability are required—in this case whether it is easier to make a policeman into a public relations man or vice versa. Louis J. Smyth, ex-managing editor of several newspapers who has had eleven years of police public relations, lines up with other newspapermen who prefer the journalist first and the expert second.

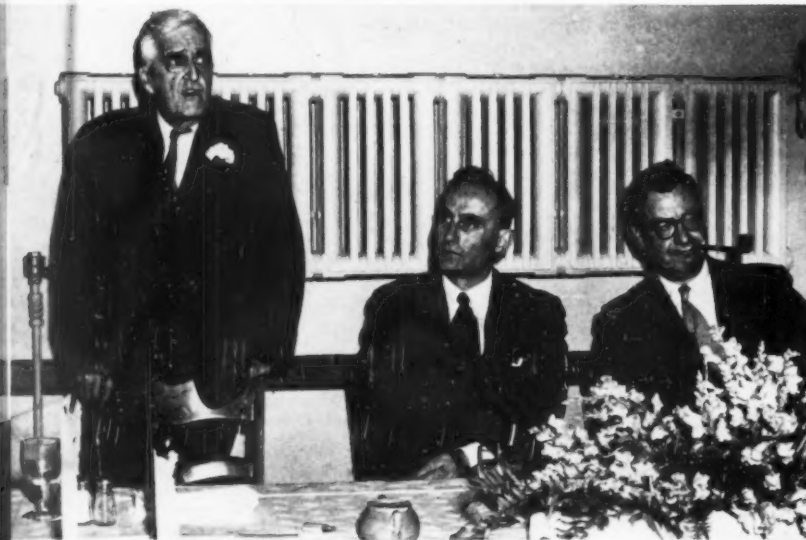
Now director of public relations for the police department of Kansas City, Mo., Lou Smyth was managing editor of the *Kansas City Post*, the *Excelsior Springs Journal* and the *Missouri State Journal* and reporter for the *Kansas City Star* and *St. Louis Globe-Democrat* and *Republic*. A member of the executive committee of the International Association of Chiefs of Police, he contributes to its magazine, *Police Chiefs News*, and to other magazines in the police and safety fields. He is also associate editor of *Law Enforcement*, published by the *Missouri Peace Officers' Association*. He is a member of the *Kansas City professional chapter of Sigma Delta Chi*.



**CONVENTION PRELUDE**—President Neal Van Sooy is made an honorary citizen of Dallas where Sigma Delta Chis will gather next November. From left: B. C. Jefferson, executive councillor; Van Sooy; Mayor Wallace Savage and Ted Barrett, president of the professional chapter.



**AWARD AT MISSOURI**—Dean Francis presents Elmer Davis service award during the annual Journalism award ceremony. The Washington news analyst was on



**HONOR FOUNDER OF SCHOOL**—George Starr Lasher, who has guided the Ohio University school of journalism through a quarter century, speaks at a celebration in his honor. To right are John C. Baker, university president, and Herbert Elliston, Washington Post editor who spoke at the convocation.



**GRIDIRON AT WISCONSIN**—Gov. C. Gridiron accepts a ticket and a personal welcome from chapter president, to the 25th banquet sponsored at Madison.

## Honor J-School Founder

**N**EWSPAPER editors and publishers from all parts of Ohio, alumni and personal friends migrated to Ohio University for a three-day celebration late last Spring to honor George Starr Lasher (Ohio Professional '32), founder of the university's school of journalism.

Friday was designated as "George Starr Lasher Day"—as the gray haired director of the 25 year old school was given an anniversary dinner, also attended by Herbert Elliston, editor of the Washington Post who spoke at a convocation earlier in the

day, and John C. Baker, the city, who acted as toastmaster. Tracing his work with the school, his agreement with the late Lasher, an, former president, President, the teaching philosophy of growth.

He referred also to the "contract" with the Athens, Ohio University's journalism school. (Turn to N



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**WASHINGTON FOUNDERS DAY**—A record turnout, including national officers, marked Sigma Delta Chi's 40th year at the National Press Club. Above, Roy W. Howard, Scripps-Howard president, and Basil L. Walters, executive editor, Knight Newspapers, debate someone's money. From left: Bob Richards, Ed Austin, Alden Waite (treasurer) all of Copley Press; Herbert Corn, managing editor, Washington Star; Howard; Redford Mobley, Knight Newspapers; Walters, Floyd Arpan (councillor), Northwestern U. Below, officers, initiates and a founder, Marion Hedges, ECA labor advisor. Seated: Blair, Moody, Detroit News; Nick Gregory, Philadelphia Inquirer; Ernest B. Vaccaro, AP White House reporter; Lucien Warren, Buffalo Courier Express; Hedges. Standing Ted Koop, CBS, retiring chapter president; Arthur Sylvester, Newark News; John Jarrell, Omaha World Herald; President Van Sooy; Jerry Greene, New York Daily News; Ed Jamieson, Houston Chronicle, new chapter head.



## New Chapter Installed at Sacramento

**S**IGMA DELTA CHI acquired its third California professional chapter in May when a group of local newspapermen, capital correspondents and state publicists were chartered in Sacramento by President Neal Van Sooy, editor and publisher of the *Santa Paula Chronicle*.

A charter was granted the group by the Executive Council of the fraternity meeting in Washington last April. Professional chapters have been active for years in Los Angeles and San Francisco, with a membership covering large southern and northern California areas.

A score of charter members and guests saw President Van Sooy install J. L. (Roy) Rosenberg, co-publisher of the *Sacramento Union*, as president of the new group. William Collins, sports editor of the *Sacramento Bee*, is vice president of the Sacramento chapter.

Members present included Ross Marshall of the Hearst newspapers; John B. Long, general manager of CNPA; Joe Verguson, past president of CNPA; Dewitt C. Collins, Sacramento Custodial Service; John McCarthy, University of California journalism student; John C. Oglesby, Jr., *Sacramento Bee*; Nicholas Wyckoff, information officer, State Department of Education; Phil Dickinson, U. S. Bureau of Reclamation; Murray Olderman, *Sacramento Bee*; Gordon Dettner, *Roseville Tribune*; Don Adam, News Publishing Company; Ken Adam, Lompoc, and Doug Martin, editor of the *Twenty-Third* magazine, secretary-treasurer of the chapter.

Guests were Tracy DuBoise, circulation manager of the *Santa Paula Chronicle*; Chapin Day, news editor of the *Sacramento Union*; Max Stern, publicity director, U. S. Bureau of Reclamation; Ewing Haas, deputy state controller, and Paul Gallagher, state printer.

Other members of the chapter include George Savage, secretary of the State Highway Commission; Lieut. Governor Goodwin J. Knight; M. F. (Pop) Small, secretary to Governor Warren; Bill Conlin, sports editor, *Sacramento Union*; and Joe Lipper of the *Associated Press*.

## Chapters

[Continued from Page 10]

undergraduate training by doing actual newspaper work. The Ohio U. school is the only journalism school in the country which offers laboratory work on an independent daily newspaper.

Distinguished for his continued interest in journalism graduates, Prof. Lasher pointed out that he has lost touch with only four of the school's 400 graduates during the 25-year period. Ninety per cent of them, he said, have entered fields in which they have made definite use of their professional training.

George Starr Lasher's own journalism career began at the phenomenal age of 12 when he served as a correspondent for



**HONORED BY OHIO STATE**—Four Ohio newspapermen elected by the chapter at Columbus were among initiates at a Spring dinner at the Chittenden Hotel. Seated, left to right: R. Kenneth Kerr, publisher, *Lancaster Eagle-Gazette*; Roger H. Ferger, publisher of the *Cincinnati Enquirer*; and John Denny Raridon of Canton, executive editor, *Brush-Moore Newspapers*. Standing: William G. Wilcox, director of the university bureau of public relations.

the *Kalamazoo Gazette*. Until his graduation from high school in 1903, he continued to be the paper's correspondent in his hometown.

The next summer he went to St. Louis to cover the World's Fair on a free-lance basis. His work in interviewing notables, including Alice Roosevelt, daughter of President Theodore Roosevelt, and on the Democratic National Convention in 1904, led to a position on the *Grand Rapids Press*.

At an afternoon convocation, opening the week-end program, Elliston, who is also a former editor of the *Christian Science Monitor*, told journalism students and visitors that the greatest current threat to the power of the press is its own defects.

He complained particularly of the newspapers' present tendency to "rose color" powerful personalities and protect public figures rather than feel primary responsibility to their readers.

## Sigma Delta Chi Active in 40th Journalism Week

**S**IGMA DELTA CHI was well represented in the program of the University of Missouri's 40th annual Journalism Week in May.

Winners of individual awards for distinguished service to American journalism were Elmer Davis (Washington Professional '43), news analyst for the American Broadcasting Company, and John S. Knight (Florida Professional '42), editor and publisher of newspapers in Chicago, Detroit, Miami and Akron and recent na-

tional honorary president of the fraternity.

Davis spoke on "The Reporter and the Prophet" and Knight on "The Function of the Newspaper Publisher" at the Journalism Week banquet. Another major speaker was Westbrook Pegler, King Syndicate columnist.

Two publications also received distinguished service awards, the *Saturday Evening Post* and the *Memphis Commercial Appeal*. Accepting the honors from Dean Frank Luther Mott (Iowa Professional '27) were Ben Hibbs (Kansas '23) for the *Saturday Evening Post* and Frank R. Ahlgren (Missouri Professional '44) of the *Commercial Appeal*.

Other speakers were John E. Stempel (Indiana '23), dean of the Indiana University department of journalism and a past national president of Sigma Delta Chi, who spoke on "The Typography of the Community Newspaper"; Charles C. Clayton, St. Louis *Globe Democrat* editorial writer and present national secretary of the fraternity who addressed the Missouri College Newspaper Association, and Milton Caniff (Ohio State Professional '42) cartoonist creator of "Steve Canyon" and "Terry and the Pirates."

The Missouri chapter initiated four professional members during the week's program. They were Ovid Bell, president of the Ovid Bell Press, Fulton, Mo., publisher of *THE QUILL* and former Washington, D. C., St. Louis and Fulton newspaperman; Ed Mitchell of St. Louis, director of public relations for the Missouri Brewers Association; Marvin W. Pace, editor and publisher, Mount Vernon

[Turn to Page 16]



## Ft. Worth Wins Professional Chapter Award

**T**HE Ft. Worth, Tex., chapter of Sigma Delta Chi has been awarded first place in the Professional Chapter Accomplishment Award program for 1948.

Ft. Worth's well rounded professional program rated top honors with a score of 78.5 per cent. Second place went to Kansas City, Mo., 73 per cent; with Greater Miami, Fla., third, 71 per cent. Eastern South Dakota and Washington, D. C., finished fourth and fifth respectively.

Honorable mention was given to San Francisco, Calif.; Dallas, Tex.; Austin, Tex.; North Dakota regional; and St. Louis, Mo.

"We mention in particular Ft. Worth's annual Gridiron Dinner attended by approximately 550 citizens of Ft. Worth and surrounding towns, an event which netted the chapter \$1,000," stated the committee of judges in their report.

"We also call attention to the chapter's annual Professional Awards Dinner at which \$300 in prizes and scholarships were awarded for outstanding examples of reportorial work and for the best public service series of newspaper articles. A \$100 scholarship was given to a Ft. Worth high school senior who had shown promise in journalism.

"In addition, the Ft. Worth chapter inaugurated a program of honoring college interns who had spent 10 weeks during the summer on various Texas daily newspapers. The chapter sponsored a banquet at which the interns were guests. The Gridiron Dinner and Professional Awards program are two continuing projects of the Ft. Worth Chapter."

The committee, in noting that the contest marked the first year the fraternity has offered an award for professional chapter activity, suggested that more detailed reports be submitted in the next contest in order to give the judges an opportunity to carefully compare professional programs of all chapters entered.

Judges of the 1948 entries were:

George A. Brandenburg, Chicago editor of *Editor & Publisher*, chairman; Carl R. Kesler, Chicago *Daily News* state editor and fraternity vice-president in charge of professional chapters; Prof. Floyd Arpan, Medill School of Journalism, Northwestern University, executive councillor, and Kenneth Clayton, Chicago *Tribune*, vice-president of the Chicago professional chapter.

## Five SDXs on Miami Journalism Faculty

**F**IVE of the seven full time journalism instructors at the University of Miami, Florida, this year are members of Sigma Delta Chi.

They are Dr. Norman R. Buchan (Butler Professional '34), James S. Penny, (L. S. U. '37), Norman D. Christensen, (Minnesota '34), Vernon Cordry (Miami Professional '48) and Simon Hochberger, department chairman (Missouri '33).

Penny was recently elected vice president of the Greater Miami professional chapter.

THE QUILL for July, 1949



**JOURNALIST OF THE YEAR HONORED**—George Cruikshank (left), president of the Boston University chapter, presents a plaque to Sevellon Brown, editor and publisher of the *Providence Journal-Bulletin*, for outstanding service to New England daily journalism. The award is one of two made by the Boston and the New England professional chapter, headed by Tully Nettleton (right), American news editor of the *Christian Science Monitor*. (See chapter news in this issue.)

## Two More Named For SDX Awards

**T**WO further awards for distinguished service to American journalism during 1948 were announced by Sigma Delta Chi in June. They followed nine others published in the last issue of *The Quill*.

The fraternity's bronze medallion for courage in journalism was awarded the *Philadelphia Inquirer* for a series of stories exposing abuses in the collection of old mortgage debts.

J. Edward Gerald, professor of journalism at the University of Minnesota, won the annual award for journalistic research with his book, "The Press and the Constitution, 1931-1947."

A special citation for research was voted the Continuing Study Committee of the Associated Press Managing Editors Association for its publications during the year on content and readability of the AP report.

Details of both awards will appear in the next issue of *The Quill*.

William T. Rintoul (Stanford '49) is the Delano (Calif.) correspondent for the *Bakersfield Californian*, also oil news writer for the paper.

## Boston Makes Awards to New England Papers

**T**HE Boston University and New England Professional chapters of Sigma Delta Chi participated in a joint dinner at the Boston U. Commons late this spring.

The undergraduate chapter made its yearly "Journalist of the Year" awards for proficiency in the daily and weekly newspaper field in New England. Sevellon Brown, managing editor and publisher of the *Providence Journal Bulletin*, received a plaque for his contribution in the New England daily field. The plaque for outstanding service in the weekly field was presented to A. Edwin Larsson, managing editor of the *Wellesley Townsman*.

Awards were made on the basis of a survey conducted by the undergraduate fraternity of New England editors and publishers. Over 200 editorial workers were consulted to obtain their choice for the "Journalist of the Year" honors.

This journalistic presentation is made annually by the Sigma Delta Chi chapter in conjunction with their efforts to acknowledge and initiate better journalism in New England.

Samuel B. Blakely (Texas '49) is on the staff of the *Mission (Texas) Times*.

Martin Blau (Ohio '47), formerly with the Athens (O.) *Messenger* and Harlingen (Tex.) *Star*, is now with the Wheeling (W. Va.) *News-Register* sports staff.

## U. S. Tells Story

[Continued from Page 7]

The Wireless Bulletin contains factual reports on major news events in Washington—Congressional action and hearings, speeches, statements and press conferences of the President, the secretary of state and other officials. When space permits, the full text of important documents is transmitted overseas.

**A**N example of the operation of the Wireless Bulletin can be seen in the handling of the President's inaugural address. As soon as it was given to the press at the White House, the text of the message was moved on INP's world wide facilities.

Samples of the reaction from the field follow:

Lisbon: "Complete text published in the eleven city newspapers and in thirty-seven provincial ones."

Bern: "Inaugural message delivered Swiss Telegraph Agency, Bern, and 13 newspaper editors immediately. Results, 18 1/4 columns in thirteen important newspapers."

Ankara: "Anatolia Agency used entire inaugural address from USIS."

London: "Value of advance text indicated by satisfaction expressed."

Paris: "Text translated and made available to French press well in advance of delivery. . . French press this morning plays speech and ceremonies heavily with lengthy textual excerpts."

A complete report on the use of this output by the press of the world would be impossible to obtain. But it is used. In November, 1948, the Paris office reported that French papers "carried fifty six different items about the U. S. A. for a total of seventy four times in fifty different publications that have a total circulation of three and one half million. These items totaled 9,400 lines."

In Sweden, the U. S. information office output is distributed to 224 papers. In five weeks, papers (mostly provincial) used at least 160 long articles, seventy two short articles and printed fifty two pictures.

**W**IRELESS Bulletin material is supplied chiefly by INP's Washington Coverage Section. This staff includes deskmen and reporters. Washington Coverage is responsible for supplying the Bulletin, the "Voice" and INP's feature services with all releases and reports put out by both government departments and other agencies.

Also it must cover Congress, the White House, State Department, Agriculture, Labor and Commerce Departments, Economic Cooperation Administration and the National Military Establishment. Three reporters are available for general assignments.

The Wireless Bulletin has a night edition which contains new leads on continuing stories or stories that break after the day's deadline.

The edition of the Bulletin that goes to the Far East and the one to Latin America contain stories of particular interest to those areas.

In addition to the Bulletin, INP sends out by wireless, five days a week, a 5,000-word European Regional File and a Middle East Regional File of about the same length. These files contain stories of interest to the entire area or of interest to a specific country.



Dick Fitzpatrick

For example, in recent months, half of the European File has dealt with the European Recovery Program. A report from Karachi states: "Middle East Regional File is excellent. . . (It) has resulted in marked increase in usage of USIS releases in Pakistan newspapers."

Special requests for stories in a hurry and full texts of material of interest in only one country are sent via government or commercial radio or cable. This activity is handled by INP's handy man—the Mission Service Section. This unit also sends by air mail or diplomatic pouch copies of releases, reports, newspaper clippings and editorials to interested outposts.

INP also has a twice a week airmail feature service. Called the Air Bulletin, each issue contains about fifteen stories running 200 to 300 words each and about 20 two four line filled items. The Air Bulletin covers education, science, industry, and literature. A special newsletter on medical developments is prepared by the American Medical Association for distribution overseas by INP.

INP also prepares special illustrated articles on American places and things, and profiles of prominent Americans. Interesting speeches by government officials, congressmen, and others are cast in article form and sent out under their byline.

One of the special columns—a monthly filled with Americana—was recently placed as a regular exclusive feature with Argentina's most popular magazine. Another—a weekly review of U. S. events—is now a regular feature of the leading daily in Ceylon.

**T**HROUGH its photographic branch, INP provides foreign papers and magazines photos of the United States, its people and its way of doing things. It sends about 12,000 glossy prints to outposts each week. A photo packet usually contains many feature pictures plus two or three picture stories, each with about fifteen photos.

This branch also produces photo displays and filmstrips. Each month a photo display on some phase of American life is produced. From twenty to fifty mounted 11 x 14 inch enlargements, with captions, are contained in each display which is sent to eighty one missions. In Belgrade,

visitors to a recent photo display numbered as high as 2,500 a day.

About 20,000 picture pages are mailed out every few weeks. Each consists of five to eight photos with captions explaining some phase of American life. The pages are 30 x 40 inches. Captions are in English or in one of several major foreign languages.

More than 7,000 filmstrip projectors have been distributed to U. S. Information outposts. INP produces three filmstrips a month and also sends out privately produced ones. One regularly produced filmstrip is called a "screen magazine" and is composed of a short series of photos of news related subjects. The USIS outpost in Leopoldville, Belgian Congo, reports that the government there is using INP filmstrips in a weekly instruction program.

INP also selects many worthwhile articles from American magazines, obtains permission for overseas republication, reproduces them and sends them out to all missions. The articles are offered to foreign magazines for exclusive use in certain areas.

INP also produces in its New York office the Russian language magazine *Amerika*. A slick paper job, similar to *Life* in appearance, each issue of *Amerika* must be cleared by the Russian government before it is permitted to be sold in the Soviet Union. The U. S. sends 50,000 copies a month to Moscow.

Two issues of an Arabic edition have been completed and negotiations completed for a Czech edition. A Yugoslav edition also is "in the works."

This year the output of OII units is being handled by 139 outposts in eighty-four countries. There are also eighty three information libraries around the world. These are staffed by 475 Americans and 1,508 local employees.

Most outposts are in charge of a public affairs officer. In a large USIS office such as the one at Paris there will also be an information officer, a press officer and a radio officer. In other places it may be a one man operation—and that is a really back-breaking job.

**T**HERE are still some who wonder if this large information program is necessary.

As far as the press is concerned, INP chief McDermott says:

"Two factors are involved here. First, there are huge blank spots over the world where, for regulatory and financial reasons, no U. S. press agency can operate. In several countries no U. S. agency is permitted. In several additional countries agencies are not now servicing direct to

[Turn to Page 15]

## PROFESSIONAL SERVICE DIRECTORY

### NEWSPAPER BROKER

Publisher of many years standing specializes in sale of Western newspapers.

J. R. GABBERT

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## U. S. Story

[Concluded from page 14]

customers. In other additional countries the agencies have but a few customers, and much of the press is not served.

"Do not misunderstand me. This is no criticism of U. S. agencies. In many places the ruling regimes refuse to let them operate. In others they may sell only to the state monopoly such as *Tass* and *Tanjug*. These use only what they want and you can easily imagine that residue is not favorable to this country. Then there are many places where it is simply unfeasible financially. Our agencies are not subsidized and they face stiff competition.

"The second factor is the matter of type of service. The agencies have a product to sell and it requires spot news to sell. This means the exciting things—strikes, lynchings, fires, floods, etc. Again, no criticism for the agencies. The average file will not accommodate this coverage plus any volume of Americana, and without the latter, the story of the U. S. is

incomplete. We believe, then, our supplementary service which includes how America works, lives, plays, and thinks will form a more complete picture.

"The charge is sometimes made we compete with the agencies and prevent their expansion. The facts are that we make available to U. S. agencies our material before it is offered elsewhere. Furthermore, our field people are instructed to do everything possible to aid all U. S. business and we have compiled a splendid record in this direction."

**O**THERS wonder about objectivity. The American Society of Newspaper Editors for several years has had a special committee study state department dissemination of news overseas. At its last annual meeting the ASNE heard from its committee, which endorsed the foreign information program "as it is now conducted."

In discussing the use of press association reports by the state department, the committee referred to "the responsible way in which the state department agencies have used the news given them."

In addition, keeping an eye on the ob-

jectivity of INP's output is the ex-Texas newspaper publisher who declares:

"Personally I'm of the opinion most people who have spent several years on a newspaper cannot help being objective. The people in my division virtually all have that background. I know they are objective and when they become otherwise I don't want them."

Also keeping an eye on the program is the United States Advisory Commission on Information established by the law authorizing the program. The commission, which meets monthly, includes such journalistic leaders like Mark Ethridge, publisher of the *Louisville Courier Journal* and E. D. Canham, editor of the *Christian Science Monitor*.

In their first semi-annual report to Congress in March of this year, the Advisory Commission said the program was effective, but that it needed to be expanded.

And the ASNE, in a resolution proposed by its special committee on state department distribution of news, expressed the hope that the program "may be enlarged and expanded until it is operating upon a scale commensurate with the nation's military and economic effort."



## Why They Are "Malt Beverages"

● Beer, in its 7,000 years of recorded history, has at various times been made from practically every known grain, depending upon availability.

The best ingredient, however, has been barley. And experiments and experience have proved that certain types of barley, which can be easily germinated or malted, are best-suited for producing a fine beer or ale.

Malt is the germination of any grain under controlled conditions. This germination is stopped at the desired stage by means of dry heat. Changing of the character of the starch in the barley so that it can be converted readily to dextrines and sugars is one of the objects of malting. Other objects are modification of the proteins—making them soluble—and production of flavor and aroma, accomplished chiefly through kiln drying.

Early brewers favored barley as an ingredient because it could be cultivated almost anywhere. They also found that it improved the quality of the beverage but probably did not know why. When scientific control stepped in to replace rule-of-thumb methods, however, brewers learned the reason. They learned that barley is high in enzymes, those tireless transformers which convert starches into fermentable sugars and render proteins soluble. They learned that malting barley imparts that characteristic flavor and body to beer so desirable to consumers.

American growers are constantly encouraged, through premium payments and prize contests, to approach perfection in the quality of their barley so that brewers may be provided with the world's finest basic ingredients for their beers and ales—the nation's beverages of moderation.

**UNITED STATES BREWERS FOUNDATION**

21 East 40th Street, New York 16, N. Y.



## Chapters

[Concluded from Page 12]

(Mo.) *Lawrence County Record*, and John R. Whistlewaite, editor and publisher of the *Opelousas (La.) Daily World*.

### Chicago Headline Club Initiates 10 Members

**T**EN Chicago-area journalists became professional members of Sigma Delta Chi here in May, initiated by the Chicago Headline Club, local professional chapter.

They are Harry B. Baker, editor, *Chicago Sun-Times* Syndicate; Marion M. Burson, night city editor, *Associated Press* Chicago bureau; Harry M. Coleman, president, Harry M. Coleman Co.; Stafford G. Davis, editor, *The National Publisher*; David Dillman, managing editor, the *Chicago Journal of Commerce*; Robert Lyle Finch, Jr., news editor, *Station WLS*; Jo Fischer, *Chicago Sun-Times* Syndicate cartoonist ("From Nine to Five"); Alfred E. Greco, editor, the *Pullman News*, Pullman Co. publication; F. Ward Just, assistant publisher and general manager, *Waukegan News-Sun*, and Theodore R. Sills, president, *Theodore R. Sills Co.*

Initiation of Jo Fischer made Chicago's famous Fischer family of newspapermen 100 per cent Sigma Delta Chi. Brother Maurice (Ritz) is assistant city editor of the *Chicago Daily News* and Brother Leo is *Chicago Herald American* sports editor. Leo is a Headline Club vice president, and Maurice is a director.

Creed Carter Black, Northwestern University journalism senior, received the first annual Headline Club award to the outstanding fourth year man in the Medill School of Journalism.

On a panel discussion program following the initiation and dinner, current journalism job opportunities were sized up by a panel including Karin Walsh, *Sun-Times* city editor; Chandler Foreman, *Sun-Times* reporter and American Newspaper Guild international vice president; William B. Ray, NBC central division manager of news and special events, and S. R. Bernstein, editor of *Advertising Age*.

### AP Executive Heads New York Chapter

**P**AUL T. MILLER, editor of the *Rochester Times Union*, urged that all media of information in the United States do a "truth telling job of what we have in this country." He spoke before 100 at the annual founders day dinner of the New York Professional Chapter of Sigma Delta Chi.

Neal Van Sooy, national president, of the fraternity, presided. The publisher of the Santa Paula (Calif.) *Chronicle*, in commenting on the fortieth anniversary of the founding of Sigma Delta Chi stressed its recent growth.

The chapter elected Oliver Gramling, assistant general manager of the *Associated Press*, president, succeeding Bernard Kilgore, publisher of the *Wall Street Journal*.

Joseph Mason, housing editor of *Good Housekeeping*, and Charles Robbins were

elected vice presidents. Earl Ewan, United States Steel Corporation, and John A. Crone, Young & Rubicam, were elected treasurer and secretary. Leonard Gaynor, television consultant, and Henry D. Weber were elected assistant treasurer and assistant secretary.

Members elected to the executive committee were: Howard Allen, Johns-Manville Corporation; John Bridge, *Wall Street Journal*; Burl A. Ely, *Associated Press*; Barry Faris, editor, *International News Service*; Arthur S. Hodges, editor, *Nassau Daily Review Star*; Peter Kihss, *New York Herald Tribune*; Earl Johnson, vice president and general manager of *United Press*; Kenneth Kraemer, executive editor, *Business Week*, and Phillip Taylor, New York Telephone Company.

### Dallas, So. Methodist Pledge Big Convention

**T**HE Dallas professional and Southern Methodist University chapters of Sigma Delta Chi celebrated Founder's Day in a big way this year.

They not only increased their membership by sixteen, but also had the national president, Neal Van Sooy, as their guest speaker. In his address, he hammered on the thesis that Dallas members promised Sigma Delta Chi the keys to the city when they asked for the national convention.

The man who would have much to do with the official welcome, Mayor Elect Wallace H. Savage, assured Van Sooy that Sigma Delta Chi's would be welcome to do anything they wanted. And he proceeded to make Van Sooy an honorary citizen of Dallas.

Ted Barrett, president of the Dallas professional chapter, told the group that plans are being made to roll out the red carpet for members when they hit town.

New members of the professional chapter are Al Harting, Paul Cain, Werner Renberg, Jim Floyd and George Peeler.

### Nebraska Initiates 18 at Joint Dinner

**F**OURTEEN undergraduates and four professional newspapermen were initiated as members of the University of Nebraska chapter of Sigma Delta Chi in May.

Following an annual custom, the new members were guests of the chapter at the student faculty spring banquet of the school of journalism which traditionally climaxes the year's activities on the campus.

Professionals who entered the fraternity ranks at the initiation were Warren C. Wood, publisher of the *Gering Courier*

and president of the Nebraska Press Association; Art Gardner, publisher of the *Crete News* and national treasurer of the National Editorial Association; Robert S. Marvin, editor-in-chief of the *Beatrice Daily Sun*; and Charles Greenlee, editor and co-publisher of the *Garden County News* of Oshkosh, Neb.

Among the undergraduates was Ben Kuroki, Japanese-American veteran and author of the widely discussed biography, "Boy From Nebraska." Immediately following the war, Ben used the royalties from his book to promote racial tolerance of loyal Japanese-American citizen, and is currently studying journalism to help him further the work of racial understanding.

At the banquet, the featured speaker was Dean Burton W. Marvin (Nebraska '35), of the University of Kansas' William Allen White school of journalism.



## First Publication



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Charles E. Swanson

William E. Poe (Alabama '49), now general reporter and sports writer on the Laurel (Miss.) *Leader Call*.

Frank L. Kurtz (Montana '48) is employed by Woodward & Lothrop of Washington, D. C.



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THE QUILL for July, 1949

## Communications Expert Joins Minnesota Staff

**D**R. CHARLES E. SWANSON (Iowa Professional '47), research specialist in mass communications and former California newspaperman, has been appointed associate professor of journalism at the University of Minnesota.

Dr. Swanson, who is now assistant professor of journalism at the University of Iowa, joined the Minnesota staff July 1. He will teach journalism courses and conduct research activities in the school's research division, Dr. Ralph D. Casey, director, announced.

A reporter and copyreader on California newspapers for ten years, Dr. Swanson turned to mass communications research at the University of Iowa in connection with his teaching. He received both M. A. and Ph. D. degrees at Iowa.

He is the author of "The Midcity Daily: An Analysis of Factors in Consensus About a Single Newspaper in a Midwestern City," his doctoral dissertation. He has contributed articles on his communications research findings to the *Journalism Quarterly*, *Editor & Publisher*, *Iowa Publisher* and other publications.

A native of California, he was on the news staff of the Long Beach *Press Telegram* from 1928 to 1932. After four years' service in the Marine Corps, he became a reporter and copyreader for the San Diego *Union*, from 1936 to 1942, heading the copy desk in 1939. He also was assistant professor of journalism at San Diego State College, where he received his B. A. degree in history and political science.

A lieutenant commander in the Navy during World War II, Dr. Swanson directed tactical radar training programs and became tactical radar officer on a light cruiser in the Pacific. He joined the Iowa journalism staff in 1946.

## 8 SDXs Represent Winning Campus Paper

**E**IGHT Ohio State University Sigma Delta Chis represented the campus newspaper, the *Lantern*, when it captured first place for the third year as the best campus daily in the state at the Ohio College Newspaper Association convention at Wittenberg College. The award is a cup sponsored by the Scripps Howard Newspapers of Ohio.

Individual awards were presented to the following chapter members: Myron S. Foremski, first with the best news story, and Donald S. Mathews, second with the best sports story.

## Byron Ellis Heads Kansas State Press

**B**YRON E. ELLIS (Baylor Professional '48), journalism department head at Baylor University, Waco, Texas, has been appointed associate professor of journalism and superintendent of the Kansas State College Press.

Ellis fills the position left by the death of the late Prof. E. T. Keith, who had



Claude M. Gray

## Gray News Editor Of Walla Walla Union-Bulletin

**C**LAUDE M. GRAY (Kansas '22), veteran Washington state newspaperman, is now news editor of the Walla Walla *Union-Bulletin*. Previously an associate editor, he is known throughout the area as a top reporter.

In his new post, Gray will direct a staff of reporters and correspondents in the *Union-Bulletin's* circulation territory. He came to the paper in 1929, after reporting and reading copy on the Kansas City *Star*, the Kansas City *Kansas*, and the Pittsburg (Kans.) *Headlight and Sun*.

A veteran of the first World War, he has been active in Legion and other civic and fraternal groups in Walla Walla.

been with the KSC Press 37 years. Ellis is considered one of the best known typographers in the journalism teaching profession. He holds a bachelor's degree from Pacific Union College, Los Angeles, and a master's degree Ph. D. from the University of Southern California.

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## SANTA PAULA CHRONICLE

Neal Van Sooy, Publisher

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## On the Record

**A** PUZZLED member who inquired if professional chapters were not something new in the fraternity's program prompts us to devote this column to that subject. Even before we investigated the complete story of the fraternity's professional development, we assured him that it definitely was not something new to Sigma Delta Chi. In fact, while the exact date is not known to us, an "alumni club," the first of its kind, was organized in Seattle by Lee A. White in the Spring of 1915. This was six years after the fraternity was founded.

Mitch Charnley's history tells us that the installation of the Marquette undergraduate chapter in 1920 led to the establishment of a chapter for professionals in Milwaukee. By the time the 1921 convention met in Ames, the fraternity had five professional chapters—Seattle, Detroit, Milwaukee, Des Moines and Chicago.

The Chicago Chapter was organized November 14, 1921, with seventeen charter members. Frank Thayer, then of the Medill School of Journalism, was elected president. The Des Moines chapter, also established in the same year, had elected Don F. Malin, then associate editor of *Wallace's Farmer*, as its first president.

The week following the national convention at Manhattan, a year later, the Kansas City chapter held its first regular meeting, having been approved earlier and installed November 26, 1921. Joseph Turner was its first president.

Frank Thayer, as an executive councilor, was in charge of alumni development, and credit for establishment of the new chapters goes largely to him. The growing interest of professionals in the fraternity could mean but one thing. President White knew—that the time when Sigma Delta Chi's purposes and aims were to have their effect on American journalism through its men actively in the field was approaching. It had not arrived; but it was in sight.

"Time will come," he wrote in *THE QUILL*, "when the practicing journalist will recognize, as does the physician, the barrister, the educator, the necessity for occasional retrimming of lamps and regirding of loins. No larger service can Sigma Delta Chi render than the inoculation of the idea, among its members, of the advantage that accrues from the contact of many minds coping with more or less identical problems."

**W**HEN Ward Neff became president, two years later, he had visions of using his organization to improve the reporter's estate, raise the ethics of journalism several notches and otherwise proceed in the direction which the constitution and purposes of the fraternity pointed out.

But within two months he found that the organization was not yet ready for the rapid progress toward the goals he had selected. So he turned his mind into organizational channels, with results that appeared a year later.

Neff's administration more than doubled the number of professional chapters. At the time of the Manhattan convention there were only four active chapters, those in Detroit, Chicago, Des Moines and Kansas City. And only Chicago and Detroit were represented. The convention

elected Donald Clark as the first alumni secretary.

Clark desired to increase this number to fifteen during the year, and though his strenuous efforts fell short, his record was notable. When the Minneapolis convention in 1923 met he was able to report ten functioning chapters, officially chartered—the original four and Minneapolis, Pittsburgh, Milwaukee, Oklahoma City, Washington and St. Louis.

Clark realized that professional interest in the fraternity, at its best, was desultory. He knew that alumni groups (not chartered) had met and died in Cleveland, New York, Seattle and other cities. But he believed that by interesting younger members, by furnishing regular programs for meetings and activity and by "keeping everlastingly after them" most of the groups might be kept alive. His work as alumni secretary made the great body of alumni more nearly the active limb of the fraternity that its leaders wished than they had ever been before.

**U**NDER Neff, uniform professional chapter constitution and bylaws were drawn up, suitable for all chapter uses. The preamble to the constitution suggested in 1923, quoted from the first ritual, read as follows:

"Sigma Delta Chi is 'a brotherhood grown out of world movements, the result of our highly complex civilization; a brotherhood built upon the lofty principles of light.'"

"Today, the race has reached its greatest achievement. But there are world evils to be corrected; there are moral faults to be mended; there are dark corners to be lighted. The well being of the nation is jeopardized by predatory wealth; men whose souls are dead to patriotic feeling prostitute themselves and their sacred offices to selfish ends; false counsels are heard in the courts and legislative chambers. The national pulse must be quickened; blow must be met by blow; thieves must be scourged from our temples; and our ears must be sealed to false witnesses."

"But where is the Herculean power which can accomplish these reforms? It is at hand! It is that moulder of public opinion, the National Press. The hope of our Nation lies in the education of its citizens. The institution to which all citizens are put to school is the public press. How boundless, then is the influence of this institution. It becomes the educator, the protector, the disseminator, the evangel of our Nation."

"How necessary it is that the press be controlled by men of acumen, of patriotism, of vision! To this high purpose, the control of the National Press by practical idealists, Sigma Delta Chi looks. To inject idealism into the commercialized institution and make it awaken to its opportunities; to shape this Nation after the plans and purposes of the most righteous God; the Brotherhood of Sigma Delta Chi was established."

**O**N November 16, 1924, the Executive Council approved the petition of the Indianapolis group for a charter. On October 8, the Portland professional chapter was admitted. On May 26 the Austin, Texas, group was approved and

the New York chapter was installed in May of 1925.

On August 5, 1930, a charter was granted to Sigma Delta Chi alumni in Madison, Wisconsin. On April 21, 1931, the Northern California alumni at San Francisco were granted a charter.

The formation of the Los Angeles chapter followed hot on the heels of the annual Founders Day banquet in 1934.

In the meantime, two previously chartered and active chapters had become inactive. Both, however, were staging a return to the active fold. They were Kansas City where a group under Henry Bodendieck of *Bank News* was being formed and Minneapolis where Bill Kostka was the organizer.

Another nation wide professional chapter organization drive was begun at the Urbana Champaign national convention in 1935 under the leadership of President Carl Miller.

Instrumental in organizing the Dallas professional chapter were the late Prof. Albert Henning, then chairman of journalism at Southern Methodist University and Nathe P. Bagby, the latter becoming its first president. Organization meetings were held at the Dallas Chamber of Commerce early in 1935, and soon after, a charter was applied for. A year later it was host to the national convention of Sigma Delta Chi.

As the Dallas convention convened the fraternity had 42 professional chapters completely organized or in the process of organization.

Members at Atlanta, Georgia, and in surrounding territory met on January 22, 1937, and organized a chapter. Prof. John E. Drewry, director of the school of journalism at the University of Georgia, was primarily responsible for the organization of that chapter and John T. Carlton of the Atlanta *Journal* was elected as its first president. By March of 1937 the official tally was 33 chapters and groups.

**W**HAT had been achieved by long years of hard work, was seriously crippled by World War II. But even before the war there were indications of inactivity among the chapters that had been nursed along. During the major part of the war period only five professional chapters continued active: Chicago, Dallas, Los Angeles, New York and Washington, D. C.

There appeared in 1946 a renewed interest in professional chapters as groups all over the country began to petition for charters. No expansion campaigns were launched: all inquiries appeared spontaneous. The 1946 convention in Chicago quickly approved the petitioning bodies of the Greater Miami, Fort Worth and Eastern South Dakota chapters. Then in April of 1947, the Kansas City and Portland chapters were re-chartered by the Executive Council. Interim action by the Executive Council had approved Nebraska, North Dakota and St. Louis. The Washington convention that fall continued the expansion movement and chartered Honolulu, Boston and Seattle. Syracuse was admitted in January, 1948.

Sigma Delta Chi's newest professional chapter is Sacramento, California, installed in May of this year. The roster to date includes 28 officially chartered chapters, most of them very active and very much alive.

To aid members interested in establishing professional chapters, a new manual has been written and is now ready for distribution. It's yours for the asking.

VICTOR E. BLUEDORN

THE QUILL for July, 1947

# DEADLINE

## JULY 31, 1949

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